WHAT IS CLAIMED IS:

1. A cased electro-optical apparatus, comprising:

an electro-optical unit that receives light into an image display area from a light source; and

a case that contains the electro-optical unit, the case including a plate opposing a surface of the electro-optical unit and a cover that covers the electro-optical unit, at least one of the plate and the cover supporting at least a portion of a periphery of the image display area of the electro-optical unit,

one of the plate and the cover being selected from a plurality of ones having different shapes, and each of the plurality of ones being attachable to the other.

2. The cased electro-optical apparatus according to claim 1, the different shapes corresponding to difference in surface area among the covers or the plates.

3. The cased electro-optical apparatus according to claim 1:

the plates and the cover having a surface area increasing portion that increases the surface area;

the plates and covers each having different shapes correspond to a different surface area increased by the surface area increasing portion.

4. The cased electro-optical apparatus according to claim 1, the plates and covers having different shapes correspond to whether or not the plates or the covers each have a surface area increasing portion that increases the surface area.

5. A case, comprising:

a plate opposing a surface of an electro-optical unit that receives light into an image display area from a light source; and

a cover that covers the electro-optical unit;

the case containing the electro-optical unit by supporting at least a portion of a periphery of the image display area of the electro-optical unit by at least one of the plate and the cover;

one of the plate and the cover be selected from a plurality of ones having different shapes; and

each of the plurality of ones being attachable to the other.

6. A projection display apparatus, comprising:

a light source;

a plurality of electro-optical units that receive light from the light source;

an optical system that guides the light to the electro-optical units;

a projection optical system that projectslight emitted from the electro-optical units;

a first case that contains at least one of the electro-optical units; and

a second case having a different shape compared to the first case that contains at least one of the electro-optical units not contained in the first case.

7. The projection display apparatus according to claim 6,

the first case and the second case each including a plate opposing one side of the electro-optical unit and a cover attachable to the plate that covers the electro-optical unit;

the first case and the second case having different shapes.

8. The projection display apparatus according to claim 7, including the first case having a first cover with a larger surface area and the second case having a second cover with a smaller surface area.

9. The projection display apparatus according to claim 7, including, the cover with a surface area increasing portion for increasing the surface area;

the first case having a third cover with a surface area increased by the surface area increasing area;

the second case having a fourth cover with a surface area increased to a lesser degree compared to a third cover by the surface area increasing area.

10. The projection display apparatus according to claim 6,

the first case including a fifth cover with a surface area increasing portion for increasing the surface area;

the second case including a sixth cover without a surface area increasing portion.

11. The projection display apparatus according to claim 6, including a plurality of electro-optical units corresponding to independent light components separated from light emitted from a light source;

the first case corresponding to at least one light component;

the second case corresponding to the remaining light components.

12. The projection display apparatus according to claim 11,

the independent light components being red, green, and blue;

the first case corresponding to blue;

the second case corresponding to red and green;

the surface area of the first case being larger than the surface area of the second case.

13. A cased electro-optical apparatus, comprising:

an electro-optical unit receiving light into an image display area from a light source; and

a case that contains the electro-optical unit, the case including a plate opposing a surface of the electro-optical unit and a cover that covers the electro-optical unit, at least one of the plate and the cover supporting at least a portion of a periphery of the image display area of the electro-optical unit,

one of the plate and the cover being selected from a plurality of ones having different shapes, and the plurality of ones being attachable to the other.